

# ADAMSTOWN ROSEBUD FOOTBALL CLUB

## POLICY – Social Media (Policy 2106)

Issue Date: September 2021

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### Introduction

We all have a responsibility to promote high standards of behaviour in the game and as an NPL club we have higher standards to meet than most other clubs. The following policy seeks to clearly articulate the standards of behaviour that the Club expects from all players, parents and club officials related to the use of social media.

### Policy

This policy assists to establish a culture of openness, trust and integrity in all online activities related to ARFC. This policy complements ARFC's core values of collaborative effort, mutual respect, hard work and discipline. This policy applies to all persons who are involved with the activities of ARFC whether they are in a paid or unpaid/voluntary capacity, and includes:

- members, including life members of ARFC;
- persons appointed or elected to ARFC boards, committees and sub-committees;
- support personnel, including managers, physiotherapists, sport trainers and others;
- coaches and assistant coaches; and
- players and their families.

### Scope

*Social media* refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (eg. Facebook, Twitter, LinkedIn, Pinterest, Snapchat, Instagram etc)
- Video and photo sharing websites or apps (eg. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (eg. Tumblr, WordPress, Blogger, etc)
- Review sites (eg. Yelp, Urban Spoon, etc)
- Live broadcasting apps (eg. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (eg. iTunes, Stitcher, Sound Cloud, etc)
- Geo-spatial tagging (eg. Foursquare, etc)
- Online encyclopaedias (eg. Wikipedia, etc)
- Instant messaging (eg. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

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This policy is applicable when using social media as:

1. an officially designated individual representing ARFC for social media purposes; and/or
2. if you are posting content on social media in relation to ARFC that might affect ARFC's events, sponsors, members or reputation; and/or
3. if you are posting content on social media and you are identifiable as a player, coach, manager, Board member or family member associated with ARFC.

**NOTE:** This policy does not apply to the personal use of social media where it is not related to or there is no reference to ARFC or its business, competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to ARFC may still be regulated by other policies, rules or regulations of Football Australia or Northern NSW Football.

### Using social media in an official capacity

You must be authorised by the President (ARFC) before engaging in social media as a representative of ARFC. To become authorised to represent ARFC in an official capacity, you must have prior training such as <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

As a part of ARFC's community you are an extension of the ARFC brand. As such, the boundaries between when you are representing yourself and when you are representing ARFC can often be blurred. Therefore, it is important that you represent both yourself and ARFC appropriately online at all times.

### Social Media Guidelines

You must adhere to the following guidelines when using social media related to ARFC or its teams, events, sponsors, members or reputation.

#### 1. **Use common sense**

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so, or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for ARFC.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

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### 2. **Gaining permission when publishing a person's identifiable image**

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

### 3. **Avoiding controversial issues**

Within the scope of your authorisation by ARFC, if you see misrepresentations made about ARFC in the media, you may point that out to the relevant authority in ARFC. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### 4. **Branding and intellectual property of ARFC**

You must not create either an official or unofficial ARFC presence using the organisation's trademarks or name without prior approval from ARFC. You must not imply that you are authorised to speak on behalf of ARFC unless you have been given official authorisation to do so by ARFC. You must not use any of ARFC's intellectual property or imagery on your personal social media without prior approval from ARFC. ARFC's intellectual property includes but is not limited to:

- Trademarks and logos
- Slogans
- Imagery which has been posted on ARFC official social media sites or website.

### **Breach of Policy**

Breaches of this policy include but are not limited to:

- Using ARFC's name and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of FA, NNSWF or ARFC's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing ARFC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

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### Reporting a Breach of Policy

If you notice inappropriate or unlawful content online relating to ARFC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Member Protection Information Officer.

### Investigation

Alleged breaches of this social media policy may be investigated. Where it is considered necessary, ARFC may report a breach of this social media policy to police or other relevant authorities.

### Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the ARFC's Member Protection Policy.

### High Court Ruling – 8<sup>th</sup> September 2021

The High Court ruled that media publishers are liable for defamatory third-party comments posted on their social media pages. Because by facilitating and encouraging the comments, they assist in their publication. The decision has broader implications for all social media users, not just media outlets. It means that anyone who runs a social media page can be sued over derogatory comments posted by readers or random group members – even if you are not aware of the comment. If you post content on your social media pages and invite comments – and other people post defamatory comments in the reply section – you are legally the “publisher” of those comments and can be sued. While the High Court case focused on comments made on Facebook posts, the implications are not specific to Facebook. Twitter, Instagram or other social media accounts or websites that have a comments section - the ruling can still apply. To this end, ARFC reserves the right to close any comments sections in our social media platforms should there be evidence of inappropriate commentary therein.

### Related policies

- [Member Protection & Issue Resolution](#)
- [Code of Conduct for Club Officials](#)
- [Code of Conduct for Club Coaches](#)
- [Code of Conduct for Youth Players](#)
- [Code of Conduct for Senior Players](#)
- [Code of Conduct for Parents](#)
- [Code of Conduct for Spectators](#)
- [Member Protection & Issue Resolution](#)
- [Media Consent](#)

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